

## **CITY COUNCIL CONFERENCE**

**MUNICIPAL BUILDING CONFERENCE ROOM  
201 WEST GRAY, NORMAN, OK**

**APRIL 23, 2015**

**5:00 P.M.**

**1. DISCUSSION REGARDING THE FOLLOWING COMPONENT OF A CITIZENS' QUALITY OF LIFE INITIATIVE ENTITLED "NORMAN FORWARD":**

- YMCA PARTNERSHIPS**
  - INDOOR AQUATICS
  - BASKETBALL/VOLLEYBALL COURT FACILITY



Date: April 17, 2015  
To: Steve Lewis, City Manager  
From: Jud Foster, Director of Parks and Recreation  
Subject: NORMAN FORWARD Information

Attached is information for the NORMAN FORWARD presentation scheduled for April 23, 2015, which will cover the proposed indoor aquatics and gymnasium facilities at the North Base area adjacent to the Cleveland County YMCA. Included in this information are excerpts from the Parks and Recreation Master Plan pertaining to indoor aquatic and indoor recreation facility recommendations, presentation material submitted by the NORMAN FORWARD Committee, photos from the new Edmond Aquatic Facility at Mitch Park and an article covering the closing of the Oklahoma City Community College indoor pool.

JF

normanforward.org



## #2 - Plan for and Develop an Indoor Aquatic Facility

Although an indoor aquatic facility was not ranked high on the public input surveys, there is a need for an indoor facility. Norman has two high school swim teams and one private, competitive swimming organization that currently use the University of Oklahoma indoor swimming complex for meets and practice. The University has plans to build a new swimming complex and the new facility will then only be available to OU students, OU faculty, Norman swim teams, and OU staff. When that time comes, the private swim teams may not have a readily available practice facility. An indoor aquatic center will also provide significant fitness and therapeutic opportunities for all residents of Norman.

The construction of an indoor aquatic center will approximately cost \$5 million to \$10 million. It can be funded with a combination of sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, or grant opportunities. The potential timeframe for this facility is 2013 to 2016. As with the outdoor aquatic center, there are different scenarios the City should consider.

*Indoor aquatic center in Topeka, KS*



### Scenario A - Develop Next to New Indoor Recreation Center

A free standing natatorium is inefficient and loses draw after a short time. For an indoor aquatic center to be successful, it needs to be adjacent to another recreation facility. In this scenario it is proposed that the indoor aquatic center be constructed as a component of the recommended new indoor recreation/fitness center.

Benefits of this scenario:

- Allows for more efficient operations. The two facilities can share changing/locker room facilities and parking. Also, City staff can be consolidated into one facility.

Disadvantages of this scenario:

- Possibility of land having to be purchased to allow for the development of an indoor recreation center and aquatic center.

### Scenario B - Develop as Expansion of Existing YMCA Aquatics or as Part of New Satellite YMCA Facility

Scenario B recommends entering into a partnership with the YMCA to either expand their current indoor pool or construct an indoor pool at a second satellite facility. If a partnership was agreed upon, all residents of Norman would be allowed to use the indoor pool for a fee regardless of whether or not they had a YMCA membership. The indoor pool would have a separate fee structure that would allow access to only the pool and not the remainder of the facility.

Benefits of this scenario:

- Allows for sharing of operational costs and more efficient programming. YMCA staff has the capability and knowledge to efficiently operate and program an indoor aquatic center.

Disadvantages of this scenario:

- May result in higher user fees by the YMCA so they can recoup operational costs. Because the YMCA is not subsidized and needs to recover their operational costs, they might charge a higher fee to use the indoor aquatic center than if the City owned and operated it.





## **NORMAN FORWARD AQUATIC CENTER**

Prepared by Norman Forward Committee 4/17/15

### **TWO POOL COMPLEX**

- Competitive pool – 50 meters by 25 yards
- Teaching/Aerobic/Rec pool – Approx. 25 meters by 25 yards

### **COST**

- Construction -\$12 million
- Operation - \$750,000 annually

### **PARTNERS ANNUAL CONTRIBUTION - \$750,000**

- YMCA - \$400,000 (\$200,000 revenue, \$200,000 present deficit)
- NPS - \$50,000
- Sooner Swim Club - \$50,000
- Norman Regional Hospital - \$50,000
- Swim Meet Revenue - \$25,000
- City of Norman - \$175,000 (10-15 years funded from bond)

### **GROUPS BENEFITED – ALL NORMAN RESIDENTS**

- 900 people per day presently served by the YMCA
- Children – 0-6 years  
Swimming lessons and water safety provided by the YMCA
- Children - 6-18 years -Competitive, fitness and recreational swimming provided by:
  - YMCA
  - Sooner Swim Club
  - Norman Public Schools
- Adults – 19-99 years - Competitive, fitness, recreational swimming, water aerobics, injury rehabilitation, water polo, scuba diving provided by:
  - YMCA
  - Sooner Swim Club
  - Norman Regional Hospital
- Local Businesses – **economic impact** visitors attending daily programing and weekend competitions. \$208,000 (56.5 overnight + 151.5 day trip) per meet. 5 meets a year over \$1,000,000. Provided by Norman Visitors Bureau.

- University of Oklahoma and Local Realtors – Facility and amenities will help draw faculty and new residents to Norman

## Support for Community Leaders

*I look forward to the community's consideration of the projects outlined in the Norman Forward initiative. I believe many of these projects will serve the students of our community in a variety of ways. The aquatics center is one project that will help meet the needs of what already is a quality and state-wide recognized swim program at both Norman High and Norman North High Schools. These talented student athletes will only thrive given the opportunity to compete in this quality facility. I appreciate the work of the City Council and those community leaders striving to provide greater opportunities for the children in our community.*

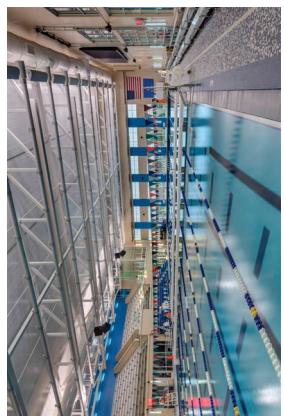
Dr. Joe Siano  
Norman Public Schools

*An Aquatic facility would make Norman well-rounded and help to keep & pull business here. Prospective Residents that compare Norman to nearby towns would see this as another feather in our cap and show that we are serious about improving our quality of life.*

Mark McCurdy  
Don Cies Real Estate

*That the OSSAA needs a third quality venue to host Regional and State Championship competitions and would use Norman facility to host those meets. Providing an opportunity for high school students to participate in swimming is not only of benefit to the student athlete while they are in school, but it also provides an opportunity for these young adults to engage in a life-time sport benefiting them as adults as well. The communities that have supported that idea and built Aquatic Centers for use by these school programs alongside other groups have also seen a tremendous rejuvenation in their communities.*

Amy Cassell  
OSSAA





# **End of an Era: OCCC Aquatic Center Set to Close**

## **The facility will suspend operations after Labor Day weekend**

(Published: 04-15-15)



After nearly three decades of hosting swim teams, diving clubs, state events and national tournaments, the Oklahoma City Community College (OCCC) Aquatic Center will permanently close its doors following Labor Day weekend.

"I assure you this decision was made following a careful review and with the full understanding of the significant contribution the center has made to the college and Oklahoma City since it was built in 1989," said OCCC President Dr. Paul Sechrist. "However, the present day functional, operational, financial, and mission realities have resulted in the decision to close the Aquatic Center."

A consulting firm determined that the 25-year-old aquatic center would require \$6 million in repairs and upgrades. This investment would still leave the facility behind many other newer and more advanced national and international facilities.

Additionally, the Aquatic Center operates each year with a significant revenue loss. With the looming potential state funding cuts and costly repairs on the horizon, the decision was made by college administration to close.

The future usage of the space remains undetermined. The college is evaluating options in regards to the strategic plan and needs of the students and community.

The Aquatic Center was built in 1989 and served as the outdoor venue for all aquatic competitions during the 1989 U.S. Olympic Festival. In 1991, the college enclosed the facility.

The facility features a 50-meter long competitive pool. A separate diving well is equipped with 2 one-meter springboards, 2 three-meter springboards and platforms at five, seven and 10 meters.

- See more at: <http://www.occc.edu/news/2015/untitled.html#sthash.iCVuzv37.dpuf>



## A LEGACY FOR THE NEXT GENERATION - The Norman Parks and Recreation Master Plan

### Subsidies

The vast majority of municipally operated recreation Centers do not actually generate sufficient income to cover all of their hard costs. The range of subsidies varies significantly, and is established based on the affordability philosophy of each municipality. Cost recovery rates typically range from 50% to close to 90% of the annual operating cost. However, the higher the recovery rate, the higher the fees and membership rates have to be. As an example, family membership rates of around \$200 to \$250 per year may yield a recovery rate of 50 to 60%, while membership rates around \$400 per year may yield a recovery rate that is closer to 80 or 85%.

deemed to be the most logical alternatives. They are:

1. **Maintain the Status Quo** – Continue to provide supplemental indoor recreation programs at the 12th Avenue, Irving and Whittier Recreation Centers, and the Norman High School gym. Over time and as possible, upgrade and modernize those centers. Explore ways to expand the 12th Avenue Center by approximately 30 to 50%.
2. **Develop a new State-of-the-Art City owned and operated Indoor Recreation Center.**
3. **Assist the YMCA/other non-profit entities in developing additional Indoor Recreation facilities.**

### Indoor Recreation Facility Options

Regarding indoor recreation facilities and programs, Norman is at a key juncture. Existing City owned recreation facilities at the 12th Avenue Center and supplemented by Gyms at Whittier Middle School, Irving Middle School and Norman High School are dated and provide nothing comparable to what current indoor facilities can have. Because of their age, all of the city facilities will need significant ongoing maintenance, including extensive renovations and equipment replacement in the next few years. Attendance numbers in all facilities are relatively stagnant over the past three years, indicating that programming has probably attracted as much as the dated facilities are going to be able to.

Both the modern state-of-the-art YMCA Center and Huston Huffman Recreation Center at OU serve a significant segment of the 100,000+ residents and students in Norman. Each of those facilities target a more specific market and are not open to the general public. The public input portion of this planning effort indicates that there still is very likely a major portion of the permanent population of Norman who do not frequently use indoor recreation facilities and who have indicated that they might be interested in using a City run facility.

Three different scenarios were considered as part of the overall master planning process. While other options certainly exist, these have been

► YMCA may be out of reach for some residents of Norman.

- YMCA may be out of reach for some residents of Norman.
- Alternative 2. Develop a new State-of-the-Art City owned and operated Indoor Recreation Center** – In this option, Norman would develop one to two new indoor recreation centers. The new center could include a pair of gyms, cardio fitness training room, weight training room, an indoor running track, classrooms and meeting rooms, an arts and crafts room, a computer lab, teen room/game room, and large meeting facilities with a kitchen. Such a facility would become the hub for recreation, both indoor and outdoor, in Norman. The new center could also house Parks and Recreation Department staff. Ultimately, the center could also include an indoor pool as a future phase.

A follow-up phase could include the renovation/expansion of the 12th Avenue Center to supplement the programs offered by the new center.

**Potential Cost** – Construction of a new 60,000+/-square foot center-\$225 to \$275 per square foot, or \$13,500,000 to \$16,500,000. This cost includes both construction and soft costs, but does not include land acquisition. A future competitive quality indoor pool would add approximately \$8,000,000 to \$12,000,000 to the cost of the indoor facility.

#### Pros of this Option

- A new center would provide a true center or focal point for recreation activities in Norman.
- Because more facilities are provided, such a center can allow for significant growth in activities and programs offered, and can provide more opportunities for a larger cross section of the population.
- New centers typically become a significant part of the quality of life and livability picture of their cities, and can help promote the City.
- The larger size consolidated into one building allows for much greater staff efficiency, rather than spreading staff across multiple centers.
- This option allows the 12th Avenue Center to be closed or renovated. If renovated, the 12th Avenue Center can potentially attract a larger segment of the population.
- Locations could be targeted to better serve all of the City, including fast growing areas.





## CHAPTER 7 - Indoor Recreation Recommendations

- A new building will have a 30 to 40+ year lifespan and will incorporate current equipment, newest trends and the latest thinking on how to address recreation needs. It will also be significantly more energy efficient, and can incorporate many sustainability ideas and strategies that bolster Norman's image as an environmental leader.

### Negatives of this Option

- Operational costs are typically not completely covered by fees and memberships, requiring an annual subsidy. In most cities across the United States, this is generally accepted as a way to increase recreational opportunities for that entity's population.
- Construction costs are typically not able to be paid back from the revenue that the facility generates.
- The Center may be a somewhat longer drive from some parts of the City.

### Offered.

- Cost to citizens of Norman would likely be higher than if the facility was operated and subsidized by the City.
- Membership would be required, resulting in some potential economic sectors of Norman not being able to afford to use the facility.
- Any surplus funds generated by programs would not be available to the City, and might not necessarily be re-injected into the same facility.

- **Potential Cost** – Costs for this alternative could range from \$0 (if existing City-owned lands are provided as the City's contribution) to a suggested upper range of \$5,000,000 for the City's share of the cost. Under this scenario, the remainder of the cost of construction and operational costs would be funded by the operator of the facility.

### Alternatives 3 - Assist the YMCA / other non-profit entities in developing additional Indoor Recreation facilities

In this option, Norman's indoor recreation needs would be provided by entities other than the City of Norman. The City could enter into a partnership with the YMCA to construct a new Y satellite facility in the southeastern sector of the City, with the City's contribution determined as planning moves forward. The new facility would be operated as a YMCA, with typical Y fees and membership requirements. The City could look to other entities to also provide programming and facilities in other parts of the City.

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### Pros of this Option

- Potentially lower cost for the City.
- Lower or no operational cost for the City.
- Depending on fund-raising capabilities, such a facility might be built sooner than if built by the City of Norman.

### Negatives of this Option

- City has limited or no control over types of programming that are

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### Recommendations for Indoor Recreation Facilities in Norman

Similar to the previous chapter regarding aquatics, there are several scenarios the City should consider when constructing an indoor recreation center. These are discussed on the following pages.

A combination of all three general approaches discussed above is recommended for Norman. Citizens of Norman gain nothing by maintaining the exact status quo for existing City operated facilities that currently exists. Indeed, as noted previously, attendance and participation levels have flattened out and have reached the limits of what is possible with those existing facilities. The Cleveland County YMCA has outstanding facilities and membership levels, but has fee requirements that make it unaffordable for many residents of Norman.

As noted previously, this planning process is a comprehensive look at the Parks and Recreation system. As the recommendations of this plan are accepted and implemented, the City should engage in more detailed Indoor Recreation Feasibility studies to determine the precise program of facilities, size, location and construction cost for a new facility. At that time, the City should also confirm the revenue sources to be targeted for construction capital and determine more precise operational and cost recovery budgets.

It is recommended that the City of Norman construct a new state-of-the-art indoor recreation center. This proposed recreation center will be 60,000 to 80,000 square feet in size. It will include at least two basketball court gyms, fitness and cardio room and equipment, indoor





A LEGACY FOR THE NEXT GENERATION - The Norman Parks and Recreation Master Plan

A Legacy for the Next Generation

The Strategic Parks and Recreation Master Plan for Norman  
Draft Action Plan 2010-2020

Indoor Recreation Facility Recommendations

Priority	Action ID	Action	Need for this Action / Considerations	City Sector	Land in Acres	Estimated Cost Range	Type of Action	Potential Funding Mechanisms and Sources	Potential Time Frame
Very High	I - 1	Develop a new state-of-the-art indoor recreation center in a regional location.	Develop 60,000 to 80,000+/- sq facility. Includes gym with 2+ courts, fitness and cardio component, indoor track, meeting rooms, arts and crafts, dance studio. Plan for Senior Center and indoor aquatic component as future phase.	Citywide - Regional	20	\$112,000,000	\$16,000,000	Development	Sales tax revenue, certificates of obligation, revenue bonds, general obligation bonds, naming rights, sponsorships, partnerships with other area entities, school district participation, grant opportunity
		<b>Scenario A - Develop at Griffin Park (or)</b>	Known, central location, responds to growth and combines well with other active and passive facilities at Griffin and Sutton Wilderness. Could be unique in having both active recreation and nature centers in one location. May require displacement of facilities in the Donley Road area if the proposed 12th Avenue Center not compatible with new facility.						2012 - 2016
		<b>Scenario B - Develop at Saxon Park (or)</b>	Adequate space for facility and expansion. Distant from north and west sectors of the City.						
		<b>Scenario C - Develop at Ruby Grant Park (or)</b>	Adequate space for facility and expansion. Could be combined with indoor pool and community aquatic center. Master plan provides for aquatic facility, but would require adjustment to incorporate this size of a facility. Freeway access and visibility could make facility a regional draw. Distant from east and south sectors of the City.						2012 - 2020
		<b>Scenario D - Acquire 25+ acres facility and develop facility</b>	May require purchase of land in area stated for development. Location should be central with excellent regional access.						Beyond 2020
High	I - 2	After new facility is developed, transfer ownership of Whitter, Irving and Norman High School Facilities to Norman Public Schools	Allows City to consolidate programs and staffing.	Citywide - Regional	0	\$0	\$0	Legal	N/A
High	I - 3	Renovate/Enhance Little Axe Community Center	Renovate and expand this facility as an important component of indoor recreation programming in the far eastern portion of the city.	East		\$2,000,000	\$5,000,000	Renovation	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity
<b>Estimated Expenditure by 2020 (note that partner participation and grants may fund portions of the amounts shown)</b>				20	30	<b>\$14,000,000</b>	<b>\$21,000,000</b>		
Mid Term	I - 4	Renovate/Enhance Senior Center facility	Multilevel floors make Senior Center unsuitable for older seniors. Currently in an older building that requires renovation.	Citywide	0	\$500,000	\$2,000,000	Renovation	Sales tax revenue, general obligation bonds, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity
Long Range	I - 5	Develop second indoor recreation facility	Develop satellite recreation facility to serve opposite sector not addressed in high priority action.	NE or SE	12	\$12,000,000	\$14,000,000	Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity, partnerships
Long Range	I - 6	Renovation of 12th Avenue Center	Renovate and expand as central recreation facility, or transfer to other non-profit for use as basketball field house.	Central	5	\$2,000,000	\$5,000,000	Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity
Long Range	I - 7	Develop third indoor recreation facility	Develop satellite recreation facility to serve opposite sector not addressed in high priority action.	NE or SE	12	\$115,000,000	\$20,000,000	Development	Sales tax revenue, certificates of obligation, revenue bonds, naming rights, sponsorships, grant opportunity, partnerships
<b>Estimated Expenditure Beyond 2020 (note that partner participation and grants may fund portions of the amounts shown)</b>				69	120	<b>\$29,500,000</b>	<b>\$41,000,000</b>		



**Estimated Expenditure Beyond 2020 (note that partner participation and many fund portions of the amounts shown)**

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# Norman Recreation Center & Indoor Sports Facility

Presentation prepared by

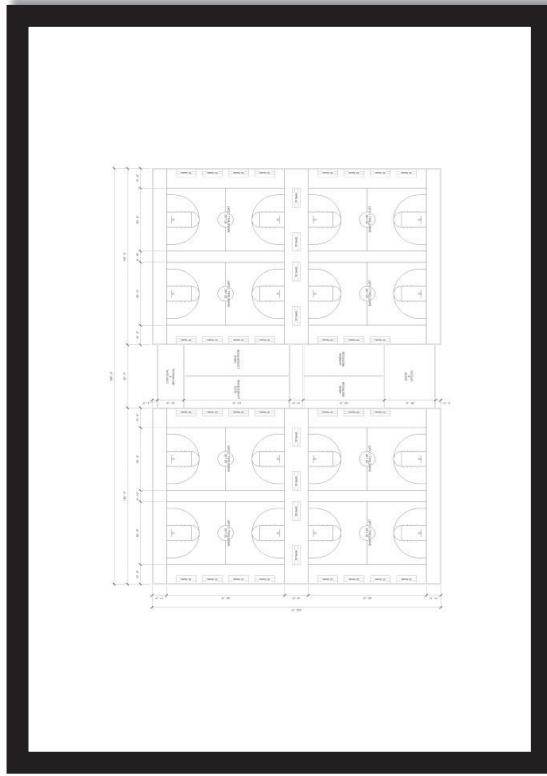
**NORMAN FORWARD**

# What an \$8.5 million Indoor Recreational Facility would look like

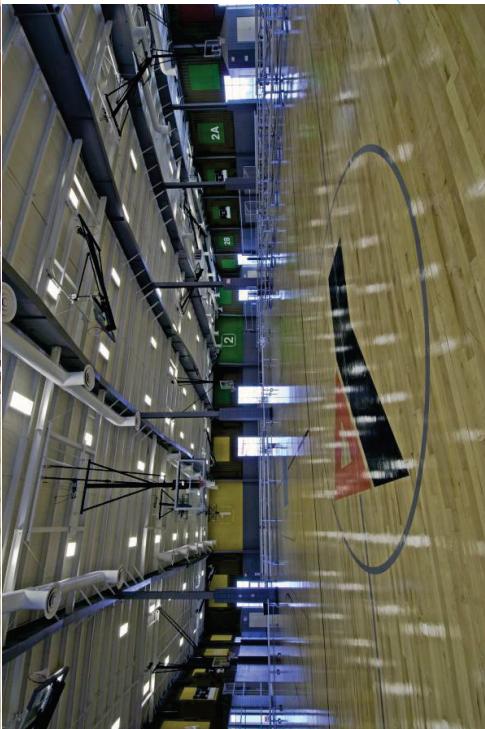
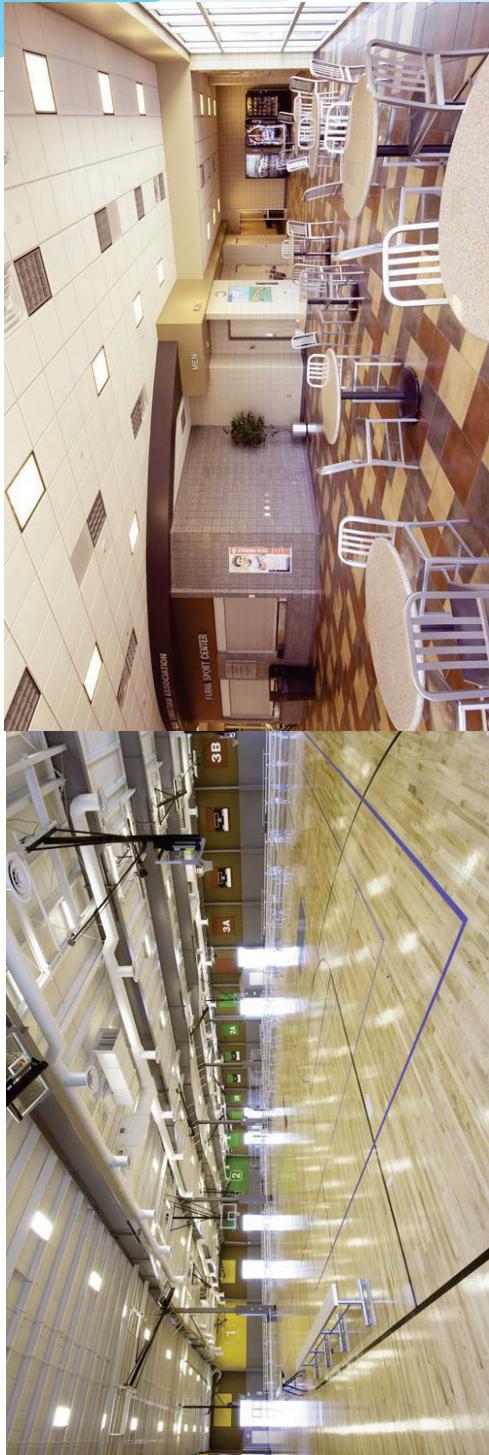
## Court Layout Example

### Proposed Detail

- ▲ 8 full size courts which could convert to 16 youth size courts.
- ▲ Designated spectator areas with easy access and flow of movement.
- ▲ Concession and lobby areas.
- ▲ Meeting and storage space.



# Farha Center in Wichita Kansas



# Fieldhouse USA in Dallas, TX



# Proposed Site



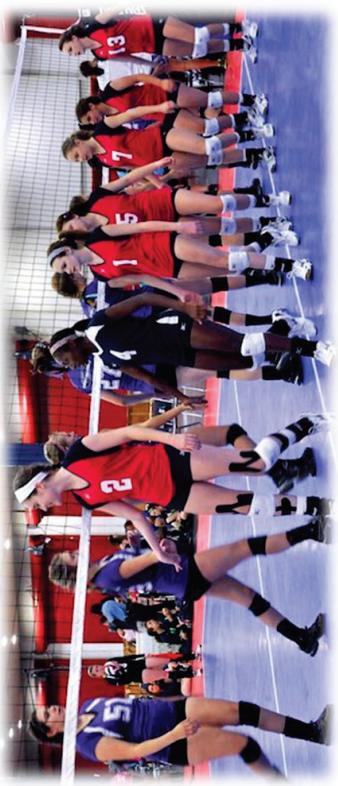
# Utilization of Indoor Recreation Center

- ▲ Tournament Play: We now have the ability to host regional basketball, volleyball, gymnastics, wrestling, and other sport tournaments.
- ▲ League Play: The facility would allow Optimist, Norman Parks and Rec and Norman YMCA to create cohesive relationships on sports programming.
- ▲ Public Access: General Public Access would be available with scheduling through the managing entity.



**Types of sports and events this facility  
could accommodate:**

- Basketball
- Volleyball
- Pickle-Ball
- Chess Tournaments
- Bad Minton
- Wrestling
- Cheer
- Martial Arts



Thank you.